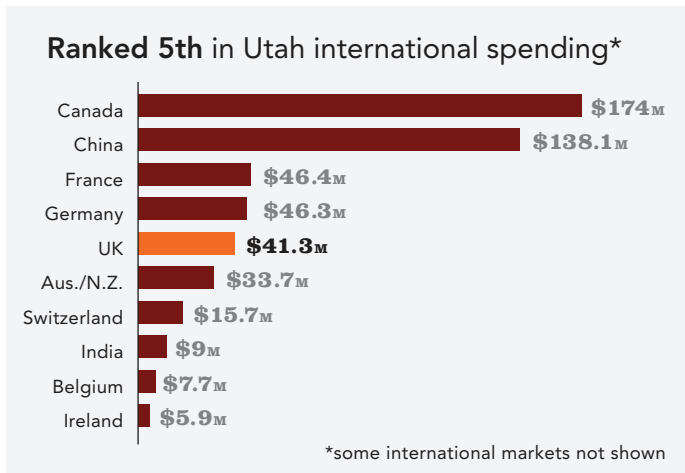


RANK & SPEND



VISITOR PROFILE

The primary target consumer audience for Utah in the UK is 50+ years of age, active and with high disposable income. These visitors will generally be travelling as couples on their 3rd or 4th visit to the USA. The secondary target audiences for Utah in the UK are adventurous millennials, without children, who work in urban areas, as well as families with children in their teens. UK ski consumers interested in Utah are experienced skiers looking for somewhere different.

GETTING TO AND THROUGH UTAH

To Utah

- Direct service from LHR - SLC
- Direct service LHR & LGW - LAS for southern Utah
- Direct service MAN - LAS for southern Utah

Through Utah

- Fly/Drive
- RV
- Escorted Group Tours

TRAVEL HABITS

Average Vacation Time

Five weeks of paid vacation per year, on average, plus 8 additional public holidays

Average Length of Stay

- U.S. = 13 nights
- UT = 10–14 days

Peak Travel Periods

- 3 Season - May to September
- Winter - January to March

Planning time frame: 6-12 months in advance

Booking time frame: 6-9 months in advance



WHY UTAH?

- “Bucket list” destination
- Unique scenery
- National Parks
- Ski somewhere “different”

BUYING TRAVEL

Tour operator / travel agent: Utah is a complex holiday meaning travellers value the expertise of a sales consultant. Some travelers are now purchasing independently or through an OTA.

CUSTOMER NEEDS AND EXPECTATIONS

- The British eat later than Americans tend to — normally a meal in a restaurant will be around 7:30pm
- Typical tipping levels are around 12% in restaurants and UK travelers are not accustomed to tipping in bars - make it as clear as possible on bills what the tip expectations are
- Hot tea is the drink of choice at breakfast, made with boiling water and served with fresh milk

TOP TOUR OPERATORS IN MARKET

Tour Operators:

- Trailfinders
- Bon Voyage
- America As You Like It
- North America Travel Service
- Audley Travel

Ski Operators:

- Ski Independence
- Ski Safari
- Ski Solutions

OTA's

- Booking.com
- Expedia

For more information on the UK market,
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